Langford Broadcast Group (LBG) wishes to express a desire to alter FCC regulations to drop the requirement that broadcast stations give the city of license with the top of the hour Station Identification.

In the young days of radio knowing the City of License provided listeners with much needed information of the origination point of signals being listened to. This information was not something that could easily be looked up. Now with online data bases and search engines on every telephone this information is easy to find.

Many stations took advantage of an FCC ruling decades ago that allowed stations to use a second and even a third city in the station identification as long as the first city is the actual licensed community.
Many smaller stations would in effect “whisper” the actual city and follow up loudly proclaiming the second and normally much larger city. While this may have been an attempt to mislead the listener, with the sales department trying to capitalize on it, few people were actually fooled.

LBG suggests the FCC adopt the Canadian standard and only require the station to clearly announce its given call letters at the top of the hour. Of course the station would have the option of using the actual city of license in the station ID but only the city of license.

Larry Langford
Langford Broadcast Group.